BUILDING YOUR PROGRAM EVALUATION SKILLS

Presented by Lina Cherfas | A Good Question for HepCure
February 23, 2021
TODAY WE WILL USE:

- CHAT BOX
- BREAKOUT ROOMS
AGENDA

1. INTRODUCTIONS
2. PROGRAM EVALUATION OVERVIEW
3. FIGURING OUT THE WHAT: THEORY OF CHANGE
4. FIGURING OUT THE HOW: MEASUREMENT PLANNING
LEARNING OBJECTIVES

- Identify the reasons for conducting a program evaluation
- Identify the main steps in evaluating a program
- Practice mapping program outcomes in a theory of change
- Practice selecting data collection methods to answer evaluation questions
A Good Question is a consulting practice specializing in evaluation and planning. We partner with mission-driven organizations to assess, learn from, and improve social service, community development, and advocacy programs to help achieve greater impact.

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CHAT YOUR INTRODUCTIONS

1. NAME
2. PRONOUNS
3. ORGANIZATION
4. PROGRAM EVALUATION: SCARY OR FUN?
1. PROGRAM EVALUATION OVERVIEW
- How do you know your program/initiative/service is doing a good job?
- How do you know what to improve?
- How do you know if your program is making progress toward your long-term goals?
- How can data inform your practice?
WHAT IS PROGRAM EVALUATION?

Evaluation is the **systematic assessment** of the design, implementation, [and]/or results of an initiative for the purposes of learning [and] decision-making.

-Canadian Evaluation Society
define & map program

use & refine

design evaluation plan & tools

analyze & interpret

collect data
research v. evaluation

learning v. accountability

participatory v. top-down

learning v. PR
2. FIGURING OUT THE WHAT: THEORY OF CHANGE
Empire Liver Foundation (ELF)
Theory of Change

**What activities does the ELF team coordinate?**

The ELF team recruits and coordinates 40 hepatologists in NYC who serve as specialist trainers to community health providers.

The ELF team conducts 3-4 week webinar-based training series on hepatitis B & C treatment for community health providers in NYC and beyond.

The ELF team organizes half-day in-person individual preceptorships on hepatitis B & C treatment for community health providers based in NYC.

**What do the ELF training participants do (outputs)?**

- Community health providers attend grand rounds presentations and special topics webinars.
- Community health providers register for training series on hepatitis B and/or C treatment to expand their knowledge in this area.
- Training series participants attend all of their respective series & earn CME credits as appropriate.
- Training series participants qualified as MD, DO, RN, NP, PA, or PharmD gain knowledge of hepatitis B and/or C treatment guidelines & gain confidence with treating hepatitis B and/or C in populations with the greatest prevalence.
- Training participants are satisfied with their respective training sessions.
- Grand rounds attendees gain awareness of hepatitis B and/or C treatment in community-based clinical settings.
- Training series participants who are not clinicians gain awareness of hepatitis B and/or C treatment and referral protocols & gain confidence with supporting the care of hepatitis B and/or C patients.

**What long-term impacts does the ELF hope to achieve?**

- More community health providers in NYC screen, diagnose, manage, treat, prevent, and refer complicated hepatitis B and C patients.
- More community health providers in NYC screen, diagnose, manage, treat, prevent, and refer complicated hepatitis B and C patients.
- Hepatitis B and C patients in NYC, particularly in traditionally underserved populations, have increased access to care and achieve positive clinical outcomes.

**What changes does the ELF team create with training participants (outcomes)?**

- Training series participants who wish to shadow hepatitis specialists complete individual hepatology preceptorships.
- Preceptorship participants form relationships with specialist experts and consult with them on cases as they treat hepatitis B and/or C patients.
What changes do you want to make in the world?

Why are you doing this program/intervention/service at all?

More community health providers in NYC screen, diagnose, manage, treat, prevent, and refer complicated hepatitis B and C patients

Hepatitis B and C patients in NYC, particularly in traditionally underserved populations, have increased access to care and achieve positive clinical outcomes
Empire Liver Foundation (ELF)

Theory of Change

What activities does the ELF team coordinate?

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The ELF team recruits community health providers from community hospitals and clinics to participate in trainings.

The ELF team conducts grand rounds presentations in NYC hospitals and clinics and special topics webinars on hepatitis B & C treatment.

The ELF team conducts 3-4 week webinar-based training series on hepatitis B & C treatment for community health providers in NYC and beyond.

The ELF team organizes half-day in-person individual preceptorships on hepatitis B & C treatment for community health providers based in NYC.

What are you doing to work toward your goals?

Hepatitis B and C patients in NYC, particularly in traditionally underserved populations, have increased access to care and achieve positive clinical outcomes.

Training series participants qualified as MD, DO, RN, NP, PA, or PharmD begin treating or increase number of hepatitis B and/or C patients treated in their community-based clinical settings.

Preceptorship participants form relationships with specialist experts and consult with them on cases as they treat hepatitis B and/or C patients.

More community health providers in NYC screen, diagnose, manage, treat, prevent, and refer complicated hepatitis B and C patients.

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What do the ELF training participants do (outputs)?

- Community health providers attend grand rounds presentations and special topics webinars
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- Training series participants attend all of their respective series & earn CME credits as appropriate
- Training series participants who wish to shadow hepatitis specialists complete individual hepatology preceptorships

Who are you reaching?

What does participation mean in the context of your program?

What numbers are you monitoring to show that the program is on track?
What immediate & medium-term changes are you expecting to achieve? Do these get you closer toward your overall goals? Can you reasonably expect that these outcomes will occur as a result of your activities?
Empire Liver Foundation (ELF)
Theory of Change

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GRAND ROUNDS
Community health providers (some of whom attend grand rounds) register for training series on hepatitis B and/or C treatment to expand their knowledge in this area.

CLINICIANS IN TRAINING SERIES
Training series participants attend all of their respective series and earn CME credits as appropriate.

NON-CLINICIANS IN TRAINING SERIES
Training series participants who wish to shadow hepatitis specialists complete individual hepatology preceptorships.

PRECEPTORSHIP
Community health providers (some of whom attend grand rounds) register for training series on hepatitis B and/or C treatment to expand their knowledge in this area.
IN YOUR GROUPS:

- Choose one program that a group member is working on
- Map out one pathway in that program, from activity, to output, to outcome
- You have 10 minutes
3. FIGURING OUT THE HOW: MEASUREMENT PLANNING
## EVALUATION PLAN

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Indicators</th>
<th>Data source</th>
<th>Sample</th>
<th>Potential survey questions</th>
<th>Data collection frequency</th>
<th>Responsible for data collection (via Survey Glimpse)</th>
<th>Responsible for reporting</th>
<th>Reporting Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training series participants qualified as MD, DO, RN, NP, PA, or PharmD gain knowledge of hepatitis B and/or C treatment guidelines</td>
<td>On average, clinically-qualified participants’ scores increase by at least 15 points on a 0-100 scale</td>
<td>Training series pre- and post-assessments</td>
<td>Training series participants qualified as MD, DO, RN, NP, PA, or PharmD</td>
<td>10 pre-post assessment questions</td>
<td>Before and after each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Biannually</td>
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<tr>
<td>Most clinically-qualified training series participants indicate that they plan to apply what they learned and seek out more training on hepatitis B and C (likely or definitely will rates)</td>
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<tr>
<td></td>
<td>Training series post-assessment</td>
<td>Training series participants qualified as MD, DO, RN, NP, PA, or PharmD</td>
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<tr>
<td></td>
<td>Training series post-assessment</td>
<td>Training series participants qualified as MD, DO, RN, NP, PA, or PharmD</td>
<td>Now that you have attended the training series, how likely are you to do each of the following? (not at all likely-definitely will)</td>
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<td></td>
<td>After each training series cycle</td>
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<tr>
<td>Training series participants who are not clinicians gain awareness of hepatitis B and/or C treatment and referral protocols</td>
<td>Most non-clinician participants indicate that their understanding of hepatitis B/C treatment and referral practices has increased following the training series</td>
<td>Training series post-assessment</td>
<td>Non-clinician training series participants</td>
<td>I have a better understanding of best practices for hepatitis B/C treatment; I have a better understanding of when patients with hepatitis B/C need to be referred to specialty care [strongly disagree-strongly agree]</td>
<td>After each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Biannually</td>
</tr>
<tr>
<td>Outputs</td>
<td>Indicators</td>
<td>Data source</td>
<td>Data collection frequency</td>
<td>Responsible for data collection</td>
<td>Responsible for reporting</td>
<td>Reporting frequency</td>
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<tr>
<td>Community health providers attend grand rounds presentations and special topics webinars</td>
<td>At least 300 community health providers attend HCV grand rounds presentations at 10 community hospitals and clinics each year</td>
<td>Sign-in sheets or virtual registration</td>
<td>During each HCV grand rounds presentation</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
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<tr>
<td></td>
<td>At least 150 community health providers attend HBV grand rounds presentations at 5 community hospitals and clinics each year</td>
<td>Sign-in sheets or virtual registration</td>
<td>During each HBV grand rounds presentation</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
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<tr>
<td></td>
<td>At least 100 community health providers attend 10 special topics webinars on hepatitis each year</td>
<td>Registration form</td>
<td>During each special topics webinar</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
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</tr>
<tr>
<td>Community health providers (some of whom attend grand rounds) register for training series on hepatitis B and/or C treatment to expand their knowledge in this area</td>
<td>At least 200 community health providers register for HCV training series each year</td>
<td>Registration form</td>
<td>At the start of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
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<tr>
<td></td>
<td>At least 75% of HCV training series registrants are qualified as MD, DO, RN, NP, PA, or PharmD</td>
<td>Registration form</td>
<td>At the start of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
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<tr>
<td></td>
<td>At least 150 community health providers register for HBV training series each year</td>
<td>Registration form</td>
<td>At the start of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
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<tr>
<td></td>
<td>At least 75% of HBV training series registrants are qualified as MD, DO, RN, NP, PA, or PharmD</td>
<td>Registration form</td>
<td>At the start of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training series participants attend all of their respective series and earn CME credits</td>
<td>At least 100 community health providers attend at least 1 session of the HCV training series each year</td>
<td>Attendance record on Partners Connect</td>
<td>At the end of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>At least 25%-30% of attendees complete all 4 sessions of the HCV training series</td>
<td>Attendance record on Partners Connect</td>
<td>At the end of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of attendees who receive CME credits for having participated in the HCV training series</td>
<td>CDC</td>
<td>At the end of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>At least 100 community health providers attend at least 1 session of the HBV training series each year</td>
<td>Attendance record on Partners Connect</td>
<td>At the end of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
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<tr>
<td></td>
<td>At least 25%-30% of attendees complete all 3 sessions of the HBV training series</td>
<td>Attendance record on Partners Connect</td>
<td>At the end of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of attendees who receive CME credits for having participated in the HBV training series</td>
<td>CDC</td>
<td>At the end of each training series cycle</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training series participants who wish to shadow hepatitis specialists complete individual hepatology preceptorships</td>
<td>At least 5 community health providers complete individual hepatology preceptorships</td>
<td>Attendance record on Partners Connect</td>
<td>At the end of each individual preceptorship</td>
<td>Meg</td>
<td>Meg</td>
<td>Monthly</td>
<td></td>
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</tr>
</tbody>
</table>
EVALUATION QUESTIONS

- How many participants complete the ELF training series?
- How much does clinicians’ knowledge on hepatitis B/C increase after participating in the ELF training series?
- To what extent do clinicians who participate in the ELF training series gain confidence with treating hepatitis B/C in the populations with the highest prevalence?
- Do clinicians who participate in the ELF training series begin treating (more) hepatitis B/C patients in their community-based clinical settings?
9. Now that you have attended the training series, how likely are you to do each of the following?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not at all likely</th>
<th>Unlikely</th>
<th>Neutral</th>
<th>Likely</th>
<th>Definitely will</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify early stage HBV positive patients</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Identify late stage HBV positive patients</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treat early stage HBV positive patients</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refer late stage/complicated HBV positive cases</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seek out more training on HBV treatment</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommend attending Empire Liver Foundation trainings to my colleagues</td>
<td>1</td>
<td>2</td>
<td></td>
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</tr>
</tbody>
</table>

7. Now that you have participated in the training series, to what extent do you agree or disagree with each of the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have a better understanding of best practices for hepatitis B treatment</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I have a better understanding of when patients with hepatitis B need to be referred to specialty care</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can better guide patients in knowing what to expect as they go through hepatitis B treatment</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can better coordinate care for patients with hepatitis B</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can better identify patients that need to be referred to other providers for hepatitis B care due to their insurance status</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can better identify patients that need to be referred to other providers for culturally and linguistically appropriate hepatitis B care</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
REMEMBER THE LAST TIME SOMEONE ASKED YOU TO FILL OUT A SURVEY?

Did you respond? Be honest now.
WHAT WILL YOU DO WITH THE DATA?

What is your analysis plan?
What is your reporting plan?
What is your data use plan?
WHAT DO YOU WANT TO KNOW?

The what shapes the how.
SOME COMMON METHODS

- Surveys
- Interviews
- Focus groups
- Structured observations
- Program records / chart review
- Participatory / arts-based methods (e.g., PhotoVoice)
WHAT -> HOW

- How many of our clients were satisfied with the program?
- How many of our clients adopted a new behavior since participating in the program?
- How did they make those changes? What was the hardest part of making a change?
- What does our community think of our new program idea?
- How many children in our community are experiencing food insecurity?
WHO WILL GIVE YOU ANSWERS?

- How many people do you have to ask? (sampling & segmenting)
- What kind of access to you have to them?
- How will you reach them?
- How will you incentivize participation?
- How will you ensure language justice & accessibility?
- How will you ensure informed consent?
IN YOUR GROUPS:

- DEVELOP ONE EVALUATION QUESTION THAT YOU WANT TO ANSWER ABOUT ONE GROUP MEMBER’S PROGRAM
- CHOOSE A METHOD FOR GATHERING DATA TO INFORM THAT QUESTION
- YOU HAVE 10 MINUTES
betterevaluation.org
Community Tool Box: ctb.ku.edu
eval.org (AEA)
Stay in touch!
Lina Cherfas
lina@agoodquestion.net